

BLUE TOURISM: TREATING MARINE ECOSYSTEMS AND INCREASING THE POTENTIAL OF MARITIME TOURISM IN INDONESIA

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Abstract

Blue tourism is a tourism concept based on maritime but coupled with a sustainable governance model. This paper aims to examine the blue tourism literature using the method used to prepare a literature study. This literature study is used to develop the concept of blue tourism, especially in Indonesia. The governance model of Indonesian marine resources has not been carried out optimally, and many challenges are faced in optimizing the potential of coastal tourism in Indonesia. The concept of blue tourism can be used as a model for implementing coastal tourism in Indonesia. The arrangement of the blue tourism concept can start from the essential things, such as providing awareness to residents and travelers to maintain the marine ecosystem in tourist sites so that the resources in tourism locations experience a cycle of sustainability.

Keywords: *blue tourism, marine tourism, maritime, sustainable*

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INTRODUCTION

Indonesia is an archipelagic country, most of which is the ocean. As we know that Indonesia is a country with the second-longest coastline in the world after Canada, with a beach length of 99.083 km. While the sea area of Indonesia, according to UNCLOS, is 3.257.357 km. Of course, this is an opportunity for Indonesia to make the sea an integral and inseparable part of Indonesia's future economic and geopolitical development.

Indonesia's maritime policy has been regulated in Presidential Regulation Number 16 of 2017 concerning Indonesian Marine Policy. In the regulation, it is explained that

Indonesia has an extensive water area with abundant potential for marine resources, so it needs to be managed optimally and sustainably, and the management of marine resources is carried out to realize Indonesia's ideals as a world maritime axis and to provide maximum benefits. Great for the prosperity of the people (Kemenkomarinv, 2020). Supposedly with these regulations, we can carry out marine management more optimally but still pay attention to aspects of the marine area, including the use of the room for tourism activities and other elements.

Existing conditions related to marine management have not been worked out optimally. The ideals of Indonesia as the world's maritime axis have also not been used as the basis for policy. This is because our policy paradigm has revolved around the land for the last few decades, so there is a natural development gap between land and sea. The Government needs to reorganize various maritime affairs policies to realize Indonesia as the world's maritime axis. Starting the management of marine resources in Indonesia, it can be done from basic things such as utilizing abundant marine resources such as capture fisheries, aquaculture, and pond fisheries, as well as the potential of coral reefs to increase income from underwater tourism (Hyytiäinen et al., 2022).

Marine policy management is not only limited to the exploitation of marine resources. This is in line with Sustainable Development Goals No. 14 concerning Ocean Ecosystems, in which every country must conserve and sustainably utilize aquatic and oceanic resources for sustainable development (Hampton & Jeyacheya, 2020). In this regard, the Indonesian Government has a target by 2025 to prevent significantly reduce all types of marine pollution, particularly from land-based activities, including marine debris and nutrient pollution. To support this, we need instruments that can synergize and collaborate not only on the aspect of government alone but also on public awareness to maintain our marine resource ecosystem, which is, of course, for their sustainable life. Blue innovation can be implemented in aquatic activities, ending in blue economic development (Tiku et al., 2022).

Blue tourism is an extension of blue economics, where we can still maintain and care for marine ecosystems such as coral reefs, the sustainability of the oceanic animal food chain, and other coastal resources to synergize in the form of coastal tourism (Brears, 2021). According to Fosse et al. (2019), Blue tourism is transitioning to sustainable coastal and marine tourism in the world's oceans. Marine tourism management must be planned appropriately and the policy direction for managing the marine area must be carried out. Of course, with sustainable maritime management practices, blue tourism will be carried out more objectively following the planning and market trends of blue tourism itself. We must learn from countries that have succeeded in running blue tourism sustainably (Supriyanto, 2021a).

The marine potential is so enormous that it requires careful planning by regions with marine areas. Technically, especially in marine and coastal development, it is hoped that it will be based on a development strategy based on the blue economy. A blue economy is a form of business in marine-based regional development. Some time ago, Indonesia submitted a proposal for the blue economy principle at the Rio+20 Forum. This means that the government and stakeholders have built an everyday awareness to initiate regional development by prioritizing marine potential, especially for areas with archipelagic

character and coastal regions. If this is done sequentially, there will be a fundamental influence and change on global awareness of sustainably managing marine and coastal resources in line with the expectations of the Rio+20 Forum.

This article reviews the importance of managing marine resources with all their potential economically, tourism, waste management, etc. However, this article also limits the more specific problems of how coastal areas can be used as tourist destinations without damaging the ecosystem of marine resources. The objectives to be stated in this article are the importance of managing marine resources, including ecosystems, and preparing everything before becoming a tourist attraction that brings in many tourists. So we must prepare regarding the security of marine resources before the tourists explore the beauty of the destination.

METHODOLOGY

The method that the author uses in this study uses the literature review method. A literary study is a study that uses materials from the library, including books, newspapers, documents, historical accounts, and other sources, to gather information and data (Xiao & Watson, 2019). This library research method is used to develop concepts related to blue tourism on a macro and micro basis to be implemented in Indonesia's marine tourism management policies (Supriyanto, 2021b). Books, journals, and websites about the chosen topic were employed as the research's data sources. Five books and 10 periodicals about the implementation of blue tourism policies make up the research's data sources.

This study employs a documentation instrument for data collection, which searches for information about things or variables in the form of notes, books, papers or articles, journals, etc. The content analysis method is the data analysis technique employed in this study. Valid inferences are drawn from this model's analysis, which can be revisited depending on the situation.

Not many people have studied the concept of blue tourism in the world. The author only found 3-5 articles discussing blue tourism on the ScienceDirect portal. Meanwhile, on Google Scholar, there were many articles discussing blue tourism. This concept has been discussed for a long time. Still, few have discussed it in a scientific report because it has lost the trend of themes such as ecotourism, other marine tourism, and maritime environmental education.

FINDINGS AND DISCUSSION

Blue Tourism is part of the blue economy that utilizes every potential and aspect of the coast to become tourism potential that can be explored to benefit the welfare of the community around the destination (Pauli, 2010). The utilization of this coastal area must also be per the rules that the government has set. Often the tourism aspect becomes an instrument of the economy. So tourism becomes the driving effect of community economic development in the tourist destination environment. Although several other variables affect blue tourism itself, the tourism ministry can generally maximize this potential.

The environmental management, regulation, and planning of coastal and maritime tourism around influential regional seas are the main goals of the long-term research and innovation project known as "Blue Tourism". It consists of policy evaluations and multi-stakeholder activities to develop sustainable blue tourism at local, national, regional, and international levels (Techera & Winter, 2019). Travelers worldwide are very interested in coastal and marine environments, and coastal and maritime tourism has become an important economic sector for nations with enticing and accessible beaches. However, the activities and subsectors associated with coastal and marine tourism suggest severe environmental harm.

The main challenge is to promote sustainable tourism practices in coastal and marine areas, ensuring positive externalities for the environment, workers, and local communities (Louey, 2022). This challenge is especially relevant today in the context of the recovery from the tourism crisis related to covid-19. The massive investment provided by the recovery plan offers a unique opportunity to transform the tourism sector into a more equitable and sustainable one.

The concept of blue tourism that will be discussed here is undoubtedly not macro. What the author wants to convey in this paper will certainly relate to the idea of SDGs. Because the concept in the SDGs is also associated with marine resources. Plan and build sustainable tourism programs and policies that take into account all aspects of blue tourism's sustainable development, as well as how they relate to and advance global environmental goals like the 2030 Agenda's SDGs for sustainable consumption and production, climate change, and sea conservation, as well as the Paris Agreement or CBD.

After examining the basic literacy related to blue tourism, in this discussion, we will discuss blue tourism in marine governance and tourism in general and its potential application in Indonesia. If we take a picture of global tourism trends, many things describe tourists' interest in beaches (Sari & Muslimah, 2020). For example, Ibiza, Spain, Hawaii, the US, Pattaya, Thailand, Bali, Indonesia, and Brazil have long relied on the beach as a tourism destination.

International Tourist Arrivals (ITA) are anticipated to rise worldwide by 65% from 2010 to reach 1,8 billion yearly by 2030, according to the United Nations World Tourism Organization (Kenawy, 2015). Both developing and developed regions will experience faster growth (2010-2030). While Europe will continue to be the top tourist destination with nearly 780 million visitors by 2030, the leisure industry has changed from being a privilege of the wealthy in the 19th century to one that is more "democratic" and accessible to the working and middle classes, especially with the growth of the idea of paid vacations. With entire resorts and the expansion of economical transportation (Fosse et al., 2019). By 2030, ITA will rise by 150% in the Asia and Pacific region, reaching up to 500 million visitors; by 47% in the United States, with 220 million visitors; and by twofold in Africa and the Middle East, reaching 100 million and 200 million visitors, respectively (Daponte et al., 2022).

The convergence solution must be able to combine some ideas that include business innovation, community creativity, and government regulations on a national scale and Local Government on a local scale (Lukman et al., 2021). The Government should immediately formulate a business and management scheme integrated with local resources

and regional characteristics as a framework for developing marine areas and regional waters. This scheme must take into account the 5Es, namely: 1) ecology; 2) energy; 3) efficiency; 4) effectiveness; and 5) economical. This means that the business scheme and management of regional development must be easy to understand and done by users (user-friendly). The project should ideally have adopted the aspirations that developed in the community. Ultimately, socialization through print and electronic mass media is essential to change the way of thinking and to act towards a regional development paradigm characterized by islands.

There are three main categories of tourism to consider when examining the present trend of coastal and marine travel: ecotourism, cruise ship travel, and beach resort travel. These two types of travel are both parts of the mass tourism market. One aspect of mass tourism is the growth in the number of low-cost, high-density hotels and resorts, with a greater concentration of shops, entertainment hubs, and tours.

As a potential alternative to traditional tourism in coastal and marine settings, ecotourism is rising on the other hand. These are frequently modest, low-impact projects that support environmental preservation and local community development. Despite its growth rate, this type of tourism is still minor compared to mainstream tourists. It is gaining appeal even among traditional tourists. Specific central hotel and resort corporations, particularly those with abundant amenities and, to a lesser extent, premium cruise lines, are implementing it in response to increased social and environmental consciousness among tourists.

Coastal and marine tourism affect sustainable development in all its components. Regarding environmental impact, tourism activities that are not appropriately managed change the natural ecosystem of coastal destinations. The strain on natural resources has grown dramatically due to mass tourism. Numerous tourists visiting the coast due to mass tourism harm the ecology and local wildlife. Additionally, the induced land-use shift creates artificial beaches and air and noise pollution from traffic. This situation impacts the well-being of residents and communities through the development of negative externalities, which are frequently uncompensated (Hyytiäinen et al., 2022).

In addition, mass tourism in and around coastal communities raises housing costs and generally lowers inhabitants' purchasing power. The seasonality of marine and coastal tourism, especially on islands, leads to job insecurity in the tourism industry, low wages, and high workloads that impact people's well-being and incomes for disposal and consumption, exacerbating the situation. Additionally, not all tourism partners bear the same share of the costs. Due to the verticality of the tourism sector, which is built to channel revenues to companies at the expense of local enterprises, they predominantly benefit big businesses. The costs of attracting and keeping mass tourism firms frequently outweigh the advantages when the money spent by visitors is compared to its direct, indirect, and opportunity costs. From an economic, social, and environmental standpoint, lower-impact stay tourism methods, such as ecotourism, typically offset some of the issues brought on by mass tourism activities, but on a much smaller scale.

Due to their unique geographic setting and territorial resources, the islands have established themselves as prominent coastal and marine tourism attraction for millions of tourists each year. Islands support 20% of the world's biodiversity and are an economic,

social, cultural, and strategic legacy. Additionally, they rely heavily on marine resources and sectors of the blue economy, particularly tourism. They are far more susceptible to various dangers than other coastal areas with more significant inland areas because they rely on the ocean's natural ecosystem services.

Tourism has a direct bearing on this resource constraint, as it relies on the same resources as the local population; consequently, the development of mass tourism has become a political issue for the socioeconomic and environmental sustainability of many islands worldwide. These islands have utilized the tourism sector as a strategic engine for economic growth, but in practice, they have created a vicious cycle. This highlights sustainability difficulties and makes the sustainability of tourism on islands, especially in SIDS (Small Islands Developing States), even more precarious: economic dependence: while the annual SIDS value of incoming visitor expenditure surpasses \$38 billion, SIDS tourism accounted for 3% of the global market share of inbound tourism (overnight) in 2010. SIDS profited from an average annual tourism expenditure of more than \$1 billion between 2006 and 2010 (Techera & Winter, 2019). The direct and indirect economic effects of tourism in Cape Verde exceed 50%. Tourism may account for up to 40% of the Maldives' national GDP; Carbon-intensive mobility: Tourism on the islands mainly relies on air travel, which is the most feasible way of access. In this regard, the tourism sector is significantly influenced by the international oil and airline markets, regional trade, and economic agreements. Through the construction of airports, which are frequently located along the coast, and carbon emissions from air travel, the growth of air transportation on small islands also has a significant negative influence on their natural environment; Tourism in general and cruises: In the twelve SIDS, cruise tourism generates more than 60% of the total ITA and sometimes even close to 90% of all arrivals. Even a significant focus on mass tourism or other forms of cruise travel might result in an over-reliance on these unpredictable flows, which can be dangerous over time and have a little direct economic benefit for locals (Daponte et al., 2022).

Sensitivity to foreign investment: Economic liberalization, the arrival of major multinational corporations backed by foreign investment, a possible source of funding, social destruction, and dependence on lending nations are typically associated with the growth of tourism on islands (Supriyanto et al., 2021). The Caribbean islands are one example, where the Dominican Republic is primarily the target of significant Foreign Direct Investment (FDI) in the tourism sector. Environmental and economic vulnerability: Natural and climatic disasters are more severe on the islands, and the human pressure brought on by tourism exacerbates ecological issues. The Caribbean, West Indian Ocean, and South Pacific islands are regarded by UNWTO and UNEP as "tourism vulnerability hotspots" because of their high climatic sensitivity and substantial reliance on tourism for economic survival. The real contribution of tourism to GDP exceeds 40% in SIDS like Antigua and Barbuda, Belize, Saint Lucia, and Fiji, and reaches 65% in Seychelles. From the moment tourists decide to travel abroad until the end of their international trip, the global coastal and maritime tourism (VGC) value chain follows in its footsteps through various interactions with the industry, including distribution, lodging, transportation, and segmentation of leisure activities.

A complicated and multi-layered framework that distributes tourists and travelers worldwide supports coastal and marine tourism. Many actors, including retailers, travel agents, wholesalers like tour operators, car rental agencies, airlines, cruise lines, tourism offices, credit card companies, and, to some extent, media and marketing firms, are involved in the organized effort in these tourist destinations, particularly North America, Europe, and China (Louey, 2022). On the other hand, in the host nation, tourism operations rely heavily on tour operators, cultural and craft centers, land carriers, native guides, lodging establishments, national tourism agencies, public and private parks, and other leisure spaces. Several economic sectors connect with the tourism business, including transportation, agriculture, construction, and food and beverage. It also depends on a few services that are readily available and are typically offered by local governments, such as the management of waste or sewage, energy supply, and water.

Travelers increasingly use the internet to book their lodging and flights, significantly altering the tourism value chain by bringing new players, products, and marketing techniques. With the mainstreaming of digital tools like airfare comparisons, websites for alternative lodging, and virtual tour operators, the internet has altered supply and demand. To achieve sufficient growth and provide customers with an electronic platform via the website, these operators prefer to invest more in promotions, resources, knowledge, and quality due to the increased competition with traditional tourist companies and travel agency firms.

The leading international initiative supporting the mainstreaming of sustainable development is called Agenda 2030. SDG 14 specifically calls for dialogue on and responsible use of oceans, seas, and marine resources to promote sustainable development. In the 2015 Paris Agreement, the worldwide community agreed to keep the average global temperature rise to "well below 2°C above pre-industrial levels and working towards limiting temperature rise to 1,5°C". Aviation, shipping, and lodging contribute significantly to GHG emissions from tourism, and its governance has a considerable impact on implementing the Paris Agreement. Therefore, it is crucial to consider how tourism governance may aid in reaching the SDGs and the Paris Agreement.

To sustain productivity and ecosystem resilience and advance SDG 14, the tourism industry and other sectors that impact the coastal and marine environment must consider marine and coastal systems, including their habitats, species, and interactions (Fosse et al., 2019). To prevent and decrease marine pollution, use marine resources responsibly, and enhance the health of marine ecosystems, private actors must conduct their commercial operations. For instance, tourism might encourage public and private actors to repair damaged coral reefs to draw more visitors and support the surrounding area's economy. Other tourism-related industries, such as transportation, tour operators, and lodging, should also take steps to reduce their harmful effects on the marine environment. These steps include reducing waste and emissions, encouraging sustainable business practices, and participating in coastal and marine cleaning.

Decarbonizing all economic sectors is ultimately necessary to meet the objectives of the Paris Agreement (PA). This is particularly challenging in the tourism sector, where emissions have multiplied and are expected to quadruple from 2010 levels by 2030, partly due to improvements in air and land travel and an increase in available lodging. The

majority of the coastal locations that climate change impacts also influence coastal tourism. The IPCC is sure that as sea levels rise over the coming decades, coastal regions will suffer from issues like submersion, coastal flooding, and coastal erosion. The tremendous loss of marine biodiversity brought on by climate-induced ocean acidification will reduce the value of coastal tourism, as demonstrated by coral bleaching on the Great Barrier Reef.

Discussing blue tourism will be very complex, from managing and maintaining coastal areas to increasing existing tourism potential. When coastal areas become tourism destinations, tourism managers often ignore the sustainability of the coastal regions, such as cleanliness, management of marine resources, and so on. Recently, the G20 countries initiated a zero-carbon campaign in the UK. The Indonesian Government's response to this was to include it in the 2020-2024 Mid-Term Development Plan for Fisheries and Marine Development that builds the environment, increases disaster resilience and climate change, with a strategy area conservation and protection of biodiversity on land and coast, protection of coastal vulnerability and the marine sector, and low-carbon development of coastal and marine areas (Kurniawan et al., 2016).

Armed with the number of islands and the breadth of the sea area in 317 district/city governments, it is only fitting that the government immediately initiates the plan of grounding the blue economy in Indonesia. The government must also have the courage to transform perspectives, thinking, and acting so that there is a change in the concept of development in the regions towards a blue economy-based development. In line with the blue economy, innovation and high creativity are required to find natural cycles, which become the inspiration for a clean local economic activity. The creation and creativity created will have implications for regional independence.

In this context, the blue economy must be used as a basis for management and business to accelerate the development of the archipelagic region to be more productive and obtain higher quality and optimal results (Karani & Failler, 2020). The implication is that job opportunities will be created through the community's involvement in every production process, and there will be an increase in per capita income. Finally, the blue economy can be groundbreaking and a reference for formulating a comprehensive and systemic development model in an archipelagic region.

The Ministry of Tourism and Creative Economy has conducted studies related to the problem of developing tourist destinations which will undoubtedly have an impact on the development of blue tourism, including climate change and natural disasters, as these issues are global issues caused by acts of damage done by humans such as illegal logging of trees, massifs, dredging mountains, and untreated coastal areas. Climate change certainly impacts natural disasters in various places, such as floods, forest fires, extended droughts, earthquakes, volcanic eruptions, etc. Tourists are becoming more careful in determining tourist destinations to areas often affected by natural disasters (Liu-Lastres et al., 2020).

In addition to climate change, Indonesia's geographical position between the continental plate and oceanic plate, specifically, the Indo-Australian plate to the south, the Eurasian plate to the north, and the Pacific plate to the east, has made Indonesia one of the countries with a relatively high level of vulnerability to disasters, especially in areas along the ring of fire from Sumatra, Java, Bali, Nusa Tenggara, Banda, and Maluku. This shows that many coastal cities and parts of Indonesia's coastal areas, namely the west coast of

Sumatra, the south coast of Java, Bali, and Nusa Tenggara, are located in disaster-prone areas, especially earthquakes and tsunamis.

The second obstacle is connectivity and tourism infrastructure which is not optimal. Of course, this is an uncomfortable thing for tourists. As a result, it impacts other problems such as the unpreparedness of destination facilities and infrastructure, security, cleanliness, the orderliness of the destination, limited accessibility, and connectivity barriers, which make the number of tourists coming to Indonesia not optimal. Priority tourist destinations like Lake Toba, Raja Ampat, Komodo Island, and Morotai still have restricted access, so it needs to be developed by adding transportation facilities that are easily accessible from tourists' origin areas.

The third is the community's readiness around tourist destinations that are not yet optimal. Many areas are already known to tourists and have become Indonesian tourist destinations but are not matched by the preparedness of the surrounding community. This will result in the lack of maintenance of tourist destinations, lack of professional management, and overexploitation of tourist destinations. Empowering communities in Indonesia's tourist destinations is necessary to prevent these problems. This empowerment can be done by instilling values and understanding of Indonesia's tourism destinations and providing education and skills training. This is done so the community can responsibly develop their region as an Indonesian tourist destination and contribute to advancing Indonesian tourism.

The last obstacle is investment governance, which is still not optimal. As a prospective investment destination, Indonesia is a significant added value that will increase the competitiveness of Indonesian tourism. However, this potential becomes meaningless when various obstacles to the business climate still occur (Lopes et al., 2021). The complexity of the bureaucracy and the convoluted process that still occurs in several regions is a separate note that makes investors reluctant to invest. This needs to be handled with various steps, for example, by creating policies that facilitate the investment process while still paying attention to the destination area and monitoring the process.

Furthermore, the problems in coastal tourist destinations and tourist visits do not interfere with the sustainability of environmental conservation in the region. However, it is necessary to map which destination areas can be used as tourist destinations because it is necessary to carry out an in-depth study of all elements such as aspects of a disaster, the ecosystem in the area, coastal resources that must be protected, and so on.

In the principle of blue tourism, the theme of conservation sustainability is the main thing. In addition, the principles of the blue economy referring to the archipelago's development must be oriented towards the growth of innovation, strengthening community participation, optimizing the surrounding resources, and using technology based on culture and local wisdom. Technologies that utilize natural potential (sunlight, wind, ocean/river currents, and ocean waves) and even trash or waste are developed with a touch of innovation so as not to damage the environment but instead trigger enthusiasm and creativity that have economic value and are beneficial to meet the needs of the local community.

CONCLUSION

In the context of blue tourism, it is closely related to the blue economy. Still, in line with blue innovation, it remains on the path set in the SDGs convention by seeking between ecosystem sustainability and blue tourism development. Efforts to sustain marine ecosystems are without exception because the Indonesian seas are the future of Indonesia's development.

Blue tourism has a positive effect on economic development, especially around destinations. This potential is essential to be studied more deeply and related to the implementation of blue tourism in Indonesia by the Ministry of Tourism and Creative Economy. We need to prepare this blue tourism infrastructure with coordination between ministries such as the Ministry of Maritime Affairs and Fisheries (KKP), the Ministry of Environment, and other ministries/agencies.

The dynamics of service and the rising needs of island residents, as well as the limitations that the Central Government and Local Governments own and can provide in managing regional development characterized by islands, in this case, tourism development, are addressed by blue tourism, which is a component of the blue economy. Each location in Indonesia has access to marine resources that can be utilized to boost tourism and boost local revenue.

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